

Global social media policy

January 2026



Our social media principles

Social media is a key channel for communicating Sightsavers' impact. Every post helps to raise awareness and strengthen our global voice.

Anyone linked to the organisation can play a part in building our brand online – from staff, volunteers and trustees to partners, agencies and consultants. By sharing stories, successes and insights, you can help give more visibility to the incredible work we do together.

At the same time, we are all responsible for protecting Sightsavers' reputation and upholding our values of equality and inclusion across all digital channels.

To support you, here are some common-sense guidelines to follow if you're using social media to talk about our work.

Be honest about who you are

People use social media to have authentic, open conversations, so it's important to be transparent when you post about work. You may choose to share your link to Sightsavers by adding a line in your bio or headline (e.g. Head of Social Media at Sightsavers) or within the post itself.

Take care mixing personal and professional posts

We respect everyone's right to express personal opinions online.

When posting, use your common sense: Don't share anything you wouldn't be happy with your manager or colleagues seeing. Before posting, ask yourself: *Could this be misinterpreted? Could it harm the organisation's reputation?*

Our aim is not to monitor or police staff members' views, but to encourage thoughtful and responsible sharing. If a post can be associated with Sightsavers – especially if you tag or mention us – be mindful that you are representing the organisation. Even if you don't disclose your affiliation with Sightsavers, people can still make the link.

We ask that any posts explicitly linking you to the organisation remain politically neutral. Sightsavers is not affiliated with any political party or movement, so if you choose to engage in political debate online, make it clear that your views are personal and separate from your role at Sightsavers, and keep your language respectful, balanced and sensitive.

Respect confidentiality

Don't use social media to disclose confidential information and always ask for permission before sharing photos or videos of someone else. If you're not sure whether something is public or confidential, check before you post.

Ask the Stories team in the Campaigns and Communications directorate for a copy of Sightsavers' content collection consent form.

Always share responsibly

You are personally responsible for what you share on your social media channels. You must not post any defamatory statements or posts which are disparaging about Sightsavers or anyone connected to our organisation – even anonymously.

Fact-check your content to avoid spreading any unverified or misleading content on social media. If you do make a mistake, correct it promptly and transparently.

You're also responsible for keeping your social media accounts safe and secure by regularly reviewing your privacy and security settings.

Use AI carefully

AI tools such as Copilot can be helpful for brainstorming ideas and drafting social media posts. However it's important to remember to use AI responsibly:

- Always review AI-generated content carefully for accuracy and relevance
- Check tone, language and style to ensure it aligns with Sightsavers' values and messaging
- Never use AI to fabricate quotes, stories or imagery - be sure to follow Sightsavers' ethical content policy when talking about the people we work with

Our brand channels

If you're posting from Sightsavers' official brand accounts, there's mandatory social media training and guidance available. Useful brand resources include **Sightsavers style guide** and **Sightsavers brand**. You must not set up any official Sightsavers social media accounts.

Account ownership

Sightsavers owns the rights to the fans, followers and content of all social media accounts it has established under its brand. These accounts include:

- @SightsaversUK, @SightsaversIreland, @SightsaversIndia, @SightsaversItaliaOnlus and @SightsaversNorge plus affiliated groups on Facebook
- Sightsavers, Sightsavers Ireland, Sightsavers Italy and Sightsavers India on LinkedIn
- @sightsavers, @sightsaversindia, @sightsaversireland and @sightsaversitalia on Instagram
- @Sightsavers on TikTok
- @Sightsavers and @SightsaversIndia on YouTube
- @Sightsavers, @SightsaversIN, @Sightsavers_Pol, @SightsaversIE and @SightsaversUSA on X

About this policy

Document control

Policy Owner	Management
Policy Administrator	Director of Campaigns and Communications
Document Status	Final
Version Number	1.6
Review period	1 year

Document amendment history

Version	Date	Amendment summary	Approved by
1.0	5 December 2018	Final policy approved	Management Group
1.1	26 November 2020	Final policy amended and approved	Director of Campaigns and Communications
1.2	1 December 2021	Final policy amended and approved	Director of Campaigns and Communications
1.3	29 November 2022	Final policy amended and approved	Director of Campaigns and Communications
1.4	6 December 2023	Final policy amended and approved	Director of Campaigns and Communications
1.5	17 December 2024	Final policy amended and approved	Director of Campaigns and Communications
1.6	21 January 2026	Final policy amended and approved	Director of Campaigns and Communications

Policy scope

This policy covers all staff, volunteers, consultants, contractors and trustees. It covers the use of all forms of social media, including Facebook, YouTube, X, Instagram, LinkedIn, WhatsApp, TikTok and all other social networking sites, including blogs. It applies to the use of social media both for work and personal purposes, whether while at work or otherwise. The policy applies regardless of whether the social media is accessed using our IT facilities and equipment or equipment belonging to staff.

Policy breaches

We are all responsible for protecting Sightsavers' reputation online. If you see content on social media that reflects poorly on Sightsavers or our stakeholders, you should report it to your line manager and the Head of Social Media. Similarly, any misuse of social media or questions about the content or application of this policy should be reported to a line manager and the Head of Social Media.

If you are found to be in breach of this policy, your manager may choose to address this using the Global Disciplinary Policy and should seek advice from your HR business partner.

You may be required to remove internet postings deemed to constitute a breach of this policy. Sightsavers also reserves the right to request that you remove references to Sightsavers on your social media profiles at any time.

Content which raises a safeguarding concern must be reported to the Safeguarding Manager in line with the reporting procedures outlined in the Sightsavers Safeguarding Policy.

Other policies

Social media use should be in accordance with other Sightsavers policies, including:

- IT usage policy
- IT security policy
- Information security policy
- Crisis management policy
- Safeguarding policy
- Global discrimination, bullying and harassment policy
- Fundraising policy
- WhatsApp – guidance for use
- AI guidance for creative content
- **Ethical content policy**
- **Staff guidance for gathering and using stories**

Policy review and update

The Head of Social Media has overall responsibility for the review and update of this policy at the beginning of each year or more regularly as required.

Contacts

- Natasha Kennedy, Director of Campaigns and Communications
- Suzie Boswell, Head of Social Media (User Experience) and Joanna Storer, Head of Social Media (Community Engagement)
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We work with partners in low and middle income countries to eliminate avoidable blindness and promote equal opportunities for people with disabilities.

www.sightsavers.org